

GRAPHIC COMMUNICATIONS (GRA)

GRA-101 Survey of Graphic Communications (3)

Introduces the graphic communication industry, including graphic design and typography principles, traditional layout and design techniques, electronic/traditional publishing, and Internet design basics. Introduces the fundamental processes used in the graphic communication industry. Covers two-dimensional design concepts and production preparation. Explores current graphic design computer applications, as well as the Apple OS and its interaction with printers, servers and design support. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

GRA-127 Illustrator I (3)

Introduces current vector program and its application in graphic communication. Includes vector exclusive tools as they apply to object-based files, filters and layers. Teaches basic drawing and tracing techniques, and creating line art and identity (logo). Addresses how to simplify art work through stylizing. Explores creative use of typography. Incorporates how to set up color reproduction, how to save and manage files, and how these files interact with page layout and raster programs. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

GRA-128 Illustrator II (3)

Explores vector drawing tools as they apply to object-based files. Includes advanced drawing techniques, creation of medium to high quality art, and how to simplify artwork through stylizing. Teaches color set up for reproduction, saving and management of files, and how files interact with page layout and raster programs. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Take GRA-127. Take GRA-101.

GRA-131 Digital Layout (3)

Provides working knowledge of page layout program and its use in creating effective page layouts combining graphics and type. Includes toolbox and tool usage, importing and editing typography and graphics, parent pages, use of styles, text and paragraph formatting, general layout and design concepts, printing operations, importing graphics, and setting up text styles, columns and grids. Covers color management for a variety of design applications. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

GRA-132 Digital Layout II (3)

Expands knowledge of page layout program including page setup, text and graphic frames, links management, expansion of color management operations within publications, more advanced layout and design concepts, and printing and digital posting operations. Continues use of parent pages, use of styles, text and paragraph formatting and effective use of typography and graphics. Book and magazine building for digital and print applications as well as explore vertical page development / interactive design. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Take GRA-101. Take GRA-131.

GRA-140 Digital Imaging (3)

Introduces raster editing program. Covers current image capturing techniques for color, grayscale and graphic based images; proper manipulation procedures required for various output sources including input and output resolutions, file size, multiple file-saving formats, image enhancements and creating raster imagery for use in graphic design applications. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

GRA-141 Digital Imaging II (3)

Continues color correction theory and practices, image enhancements with effective use of layers, paths, adjustment layers and adding typography to images, to create visually effective images. Emphasizes properly preparing images for publishing, online and motion use. Explores use of raster program as storytelling management tool. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Take GRA-101. Take GRA-140.

GRA-151 Web Design (3)

Introduces, explores and expands web design skills and knowledge base of Fundamentals of Web Programming. Incorporates design solutions via social and business models based on client need. Focuses on layout, wire framing, graphics selection and fonts using standard graphic design principles. Teaches responsive design and web editing applications. Students will experience collaborative design opportunities and present using current web UX design formats. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Minimum C- in GRA-127 or GRA-182. Minimum C- in GRA-140 or GRA-181.

Corequisite: Take CIS-207.

Pre/corequisite: Take GRA-184 or GRA-131.

GRA-153 Web Media II (3)

Continues web content development and interactivity using motion, vector and raster programs as the primary tools. Explores intermediate video editing and enhancement using motion and video editing applications. Works through web content application scenarios as well as animations and multimedia applications. Arts & Sciences Elective Code: B
Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Minimum C- in GRA-128 or GRA-182. Minimum C- in GRA-132 or GRA-184. Minimum C- in GRA-141 or GRA-181. Minimum C- in GRA-151. Minimum C- in GRA-195.

GRA-157 Web Design II (3)

Provides creative website UX design through resources that include prototyping applications, and other code in browser systems. Introduces, explores, and expands web design solutions based on current web standards. Incorporates design solutions via social and business models based on client need. Focuses on prototyping, layout, wire framing, graphics selection, and fonts using core graphic design principles. Includes the development of interactive content and design using available open-source solutions and meeting usability and accessibility guidelines. Arts & Sciences Elective Code: B

Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Take CIS-207. Minimum C- in GRA-151. Minimum C- in GRA-195. Minimum C- in GRA-127 or GRA-182. Minimum C- in GRA-132 or GRA-184. Minimum C- in GRA-140 or GRA-181.

GRA-172 Job Shadow (1-2)

Explores the field of Applied Digital, Visual, and Communication Arts while developing research skills, professionalism, and building occupational knowledge. Includes visiting workplaces in this employment sector to learn about specific jobs and professional requirements, and to develop a basic knowledge of the organization's structure and values. Arts & Sciences Elective Code: B

Hours per week: 0.75 lecture, 1.0 internship

GRA-181 Image Design (4)

Introduces raster editing program. Covers current image capturing techniques for color, grayscale and graphic based images. Addresses proper manipulation procedures required for various output sources including input and output resolutions, file size, multiple file-saving formats, and image enhancements for creating raster imagery for use in graphic design applications, and for adding typography to images, to create visually effective images. Emphasizes properly preparing images for publishing, online and motion use. Explores use of raster program as storytelling management tool. Arts & Sciences Elective Code: B

Hours per week: 2.0 lecture, 4.0 lab

Prerequisite: Minimum C- in GRA-101.

GRA-182 Illustration Design (4)

Introduces current vector program and its application in graphic communication. Includes vector exclusive tools as they apply to object-based files, filters and layers. Teaches basic drawing and tracing techniques, as well as creating line art and identity (logo). Includes advanced drawing techniques, creation of medium to high quality art, and how to simplify artwork through stylizing. Explores creative use of typography. Incorporates how to set up color reproduction, how to save and manage files, and how these files interact with page layout and raster programs. Arts & Sciences Elective Code: B

Hours per week: 2.0 lecture, 4.0 lab

Prerequisite: Minimum C- in GRA-101.

GRA-184 Layout Design (4)

Provides working knowledge of page layout program and its use in creating effective page layouts combining graphics and type. Includes toolbox and tool usage, importing and editing typography and graphics, parent pages, use of styles, text and paragraph formatting, general layout and design concepts, printing operations, importing graphics, and setting up text styles, columns and grids. Addresses book and magazine building for digital and print applications as well as explores vertical page development / interactive design. Arts & Sciences Elective Code: B

Hours per week: 2.0 lecture, 4.0 lab

Prerequisite: Minimum C- in GRA-101.

GRA-191 Graphic Communication Applications (3)

Provides realistic hands-on experience about pre- and post-production project issues for both print and web. Emphasizes project management application and managing multiple projects and deadlines. Gives an opportunity to develop and practice professional skills with others in design process both client and design team, partly through a design agency scenario. Packaging design and production will also be explored. Includes developing and presenting both analog and online portfolios that represent current graphic design and production skills. Arts & Sciences Elective Code: B

Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Take CIS-207. Minimum C- in GRA-195. Minimum C- in GRA-128 or GRA-182. Minimum C- in GRA-132 or GRA-184. Minimum C- in GRA-141 or GRA-181.

GRA-195 Introduction to Web Media (3)

Provides introductory skills in web content development and interactivity using motion, vector and raster base apps as the primary tools. Includes working through textbook-based web content scenarios to develop web design concepts, layouts, navigation and interactivity, as well as vector and raster-based motion. Teaches the development of interactive content and design to be used in a variety of graphic design applications. Arts & Sciences Elective Code: B

Hours per week: 2.0 lecture, 2.0 lab

Prerequisite: Minimum C- in GRA-182 or GRA-127.

Pre/corequisite: Take GRA-131 or GRA-184.

GRA-924 Honors Project (1)

Allows a qualified honors student to pursue a special concentration of study under the guidance of a faculty member. Requires completion of an honors project contract. May be taken more than once. Arts & Sciences Elective Code: B; Comments: Requires approval of supervising professor and dean

Hours per week: 1.0 lecture

GRA-928 Independent Study (1-3)

Provides readings, papers and basic research or other projects under the individual guidance of a staff member. Arts & Sciences Elective Code: B; Comments: Permission of instructor, dean

Hours per week: 1.0 lecture